



Action for Apes Challenge Create Your Own Campaign!

Define a clear Call-to-Action:

- Help Save Animals in the Wild!
- Recycle a cell phone, Save a Gorilla.
- Answer the Call, Save a Chimp!

Create Signage

(Use the FAQ and General Information Below to help!)

- Use the provided campaign signage.
- Create handmade posters.
- Create a goal counter to make it fun!
- Create collection boxes for easy drop off.



Promote Challenge:

- Send a letter home to parents.
- Email clients, friends and family.
- Hang signage inside school, business or organization.
- Display a collection box.

Frequently Asked Questions

- **What is the Action for Apes Challenge?**
 - The Action for Apes Challenge is an annual contest hosted by the Houston Zoo in which organizations can participate in conservation efforts to save endangered animals and habitats by recycling unused cell phones and learning how to reduce electronic waste.
- **Why is the Houston Zoo recycling phones?**
 - Cell phones contain minerals and metals that are destructively mined in chimpanzee and gorilla habitats in the African Congo.
 - These metals are found in everyday items such as cameras, laptops and cell phones (most handheld electronics).
 - When the metals and minerals in your electronics are **recycled**, less of the materials are taken from these critical wildlife habitats which then protect both the wildlife and people living in these areas.
 - **Recycling** electronics and **reducing** the number of new electronics we purchase will also help our local Texas environment!
 - Electronic waste ends up in our landfills which is hazardous to our water, plants and the overall health of the area.
- **How does this help wildlife and their habitats?**
 - When we **recycle** the products in our cell phones, we require fewer new materials to create cell phones, laptops, cameras and other electronics. This means less habitat destruction in endangered ecosystems like the African rainforest. When habitats are healthy, the animals and people living in these places will also be healthy.
 - When we **reduce** the overall use of new electronics we help decrease the amount of destructive mining that goes on around the world for the materials needed to create our technological devices.
- **What else can I do to help after the Action for Apes Challenge has concluded?**
 - Tell your friends and family about the importance of recycling electronics (especially cell phones) and how it can help protect our local Texas land as well as habitats and wildlife in Africa! Let them know they too can **recycle** their phones at the Houston Zoo. The Houston Zoo has a cell phone recycling collection bin at the main entrance located next to the Guest Relations office.
 - Before recycling your phone, make sure to clear the data from your phone.
 - **Reduce and Reuse!** Avoid getting a new cell phone until it is absolutely necessary! Use your current phone for as long as possible. Look into purchasing electronics that have been refurbished or recycled.
 - Visit the Zoo-it's as simple as that! Did you know that a portion of the proceeds from every Zoo ticket or Zoo membership purchased goes to saving animals in the wild?

General Facts

- **Cell phones**

- The use of cell phones has increased dramatically over the past several years. With the growing demand for cell phones comes a growing demand for materials (like tantalum) needed to produce these devices. Here are some staggering statistics about our global cell phone use:
 - There are currently 6 BILLION cell phone subscribers worldwide- this equals approximately 81% of the world's population!
 - About 30% of this growth occurs in China and India.
 - There are over 1.2 billion people accessing the web from their cell phone devices.
 - Over 300,000 apps have been developed in the past 3 years
 - 8 TRILLION text messages were sent in 2011.
 - There are more than 250 million cell phone users in the United States alone, and average lifespan of a cell phone is 18 months.
- Columbite-tantalite, or coltan for short, is a dull metallic ore found in major quantities in the eastern areas of the African Congo. A metal called **tantalum** is derived from coltan and used in cell phones, laptops, pagers and other electronic devices. When refined, coltan becomes metallic **tantalum**, a heat resistant powder that can hold a high electrical charge. Some types of mining for these materials may occur illegally in protected lands all across the Congo which in turn put wildlife such as chimpanzees and gorillas of the Congo region at risk.
- 80 % of the world's known tantalum supply is in the Democratic Republic of the Congo.

- **Electronic Waste**

- Over 130 million cell phones end up in the trash every year in the United States
- Only 13% of electronic waste is disposed and recycled properly in the U.S.

- **African Congo Wildlife and Habitat**

- The African Congo rainforest is one of the world's most threatened ecosystems.
- The Congo Basin has some of the world richest mineral deposits, unfortunately mining operations are not always well monitored
- Some of the world's most spectacular and endangered wildlife lives in Central Africa, including 1/2 of the remaining elephants on the continent. 10,000 species of plants (of which 3,000 are found nowhere else), 1,000 species of birds, 400 species of mammals, 216 species of amphibians, 280 species of reptiles and more than 900 species of butterflies are found in this area
- Animals such as elephants, chimpanzees, bonobos, lowland and mountain gorillas, giraffes, forest buffalo, leopards, okapi, Congo peacocks and dwarf crocodiles among many other species call the African Congo home!

- **Houston Zoo**

- Recycling your unwanted cell phones at the Houston Zoo will help provide funds that will benefit wildlife all around the globe. The Houston Zoo works with **Eco-Cell** that sells the individual parts of the phone so that they can be reused. **Any proceeds then go to conservation efforts to save animals in the wild!**
- The Houston Zoo has recycled approximately 11,228 cell phones to date! With your help, we can make that number MUCH bigger!
- Your participation in the **Action for Apes Challenge** has a direct effect on the health of habitats in Texas and in Africa. Every action you take to help save animals is critical in the race to save wildlife and wild places.

For more information, please visit <http://www.houstonzoo.org/action-for-apes-challenge/>.